

## LAMPIRAN 1

### KUESIONER

Responden Yth.,

Kuesioner ini dibuat dalam rangka melakukan penelitian untuk menyelesaikan tugas akhir saya, dengan judul, “Pengaruh *Shopping Emotion*, dan *Perceived Risk* terhadap *Impulse Buying* dengan *Buying Impulsiveness Trait* sebagai moderator pada konsumen Hartono Elektronik Surabaya”. Saya berharap responden bersedia untuk mengisi kuesioner ini dan memberikan pernyataan yang sesuai dengan pendapat Anda. Atas kesediaannya saya ucapkan terima kasih.

Hormat saya,

Elisabet Limantoro,

PETUNJUK PENGISIAN: Berilah tanda (X) pada setiap jawaban Anda.

#### Deskripsi responden

1. jenis Kelamin:
  - a. Laki-Laki
  - b. Perempuan
2. Usia Anda:
  - a. 17 – 23 tahun
  - b. 24 – 30 tahun
  - c. Lebih dari 30 tahun
3. Apakah Anda pernah mengunjungi Hartono Elektronik Surabaya?
  - a. Ya
  - b. Tidak

### LAMPIRAN 1 (LANJUTAN)

4. Berapa kali anda berkunjung ke Hartono Elektronik dalam 3 bulan terakhir?
  - a. < 3 kali
  - b. 3 – 5 kali
  - c. > 5 kali
5. Berapa pengeluaran anda per bulan?
  - a. < Rp 500.000 – Rp 1.000.000
  - b. Rp 1.000.000 – Rp 1.500.000
  - c. Rp 1.500.000 – Rp 2.000.000
  - d. > Rp 2.000.000

Berilah tanda silang (X) pada kolom jawaban yang anda pilih

STS = Sangat Tidak Setuju

TS = Tidak Setuju

N = Netral

S = Setuju

SS = Sangat Setuju

NO	PERTANYAAN	JAWABAN				
		STS	TS	N	S	SS
	<i>Pleasure (X1)</i>					
1.	Ketika berada dalam toko, saya merasakan kenyamanan dalam berbelanja.					
2.	Saya akan merasa senang ketika berada di Hartono elektronik.					
3.	Berbelanja ditoko dapat membuat saya merasakan perasaan senang.					

**LAMPIRAN 1 (LANJUTAN)**

4.	Produk yang dijual di Hartono, akan menarik minat beli konsumen dalam berbelanja.					
5.	Ketika berada dalam toko, saya akan merasa bahagia dalam berbelanja.					
<b><i>Arousal (X2)</i></b>						
1.	Saya merasa tenang dengan adanya suasana toko yang baik.					
2.	Saya merasa tertarik untuk berbelanja dalam toko.					
3.	Saya merasa bersemangat jika produk Hartono elektronik ditata dengan baik dan menarik.					
4.	Saya tidak bosan ketika berbelanja di Hartono elektronik.					
<b><i>PERCEIVED RISK (X3)</i></b>						
1.	Pembelian produk tidak mempunyai manfaat kinerja seperti yang diharapkan yaitu perbedaan kualitas produk saat di toko dengan kualitas produk setelah digunakan					
2.	Produk yang dibeli tidak sesuai dengan harga yang dibayarkan.					
3.	Membeli produk Hartono membuat konsumen merasa tidak nyaman secara psikologis (misalnya takut ada yang memakai produk yang sama).					
4.	Sebelum membeli produk di Hartono, saya tidak memperhatikan resikonya (misalnya kerusakan produk atau harga yang ditawarkan).					

**LAMPIRAN 1 (LANJUTAN)**

<b><i>IMPULSE BUYING (Y)</i></b>						
1.	Saya kadang-kadang merasa membeli sesuatu dengan mendadak, tanpa difikirkan dahulu pada waktu itu.					
2.	Saya biasanya tidak berpikir sebelum membeli sesuatu ketika saya berada di Hartono Elektronik.					
3.	Saya memiliki perencanaan yang hati-hati pada sebagian besar pembelian.					
4.	Saya adalah orang yang melakukan pembelian tak terencana.					
<b><i>IMPULSIVENESS TRAIT (X4)</i></b>						
1.	Ketika saya melihat sesuatu yang benar-benar menarik bagi saya, saya membeli tanpa mempertimbangkan konsekuensinya.					
2.	Saya menghindari membeli hal-hal yang tidak ada dalam daftar belanja saya.					
3.	“Just do it” menggambarkan cara saya membeli barang-barang.					
4.	“Saya melihat, saya membelinya” itu menggambarkan diri saya.					
5.	“Beli sekarang, berpikir tentang resikonya nanti” itu menggambarkan diri saya.					
6.	Saya sering membeli barang-barang tanpa berpikir.					

**LAMPIRAN 2**

no	jns kelamin	usia	prnh/tdk	kunjungan	pengeluaran
1	1	1	1	1	1
2	2	1	1	1	1
3	1	1	1	3	2
4	2	1	1	1	1
5	2	1	1	2	2
6	2	2	1	1	3
7	2	1	1	1	2
8	2	1	1	1	1
9	2	1	1	1	1
10	2	1	1	1	1
11	2	1	1	1	1
12	2	1	1	1	1
13	1	1	1	1	2
14	2	1	1	1	1
15	1	1	1	1	1
16	1	1	1	1	1
17	2	1	1	1	1
18	2	1	1	1	1
19	2	1	1	1	1
20	1	1	1	1	2
21	2	1	1	1	4
22	2	1	1	1	1
23	2	1	1	1	1
24	1	2	1	1	1
25	1	1	1	1	1
26	2	1	1	1	2
27	2	1	1	1	2
28	1	1	1	1	1
29	2	1	1	2	3
30	2	1	1	1	3
31	2	1	1	1	1
32	1	1	1	1	1

**LAMPIRAN 2 (LANJUTAN)**

33	1	1	1	1	1
34	1	1	1	1	2
35	2	1	1	1	1
36	1	1	1	1	1
37	1	1	1	1	1
38	2	1	1	1	1
39	1	1	1	1	2
40	2	1	1	2	2
41	1	1	1	1	2
42	1	2	1	1	2
43	2	1	1	2	1
44	2	1	1	2	1
45	2	1	1	1	1
46	2	1	1	1	1
47	2	1	1	1	1
48	2	1	1	1	1
49	2	1	1	1	1
50	1	1	1	1	1
51	1	1	1	3	1
52	1	1	1	2	1
53	1	1	1	1	1
54	1	1	1	1	1
55	1	1	1	1	1
56	1	1	1	1	1
57	2	1	1	1	2
58	2	1	1	1	3
59	2	1	1	1	1
60	2	1	1	1	1
61	2	1	1	1	1
62	2	1	1	1	1
63	1	1	1	3	1
64	1	1	1	1	1
65	2	1	1	1	2
66	2	1	1	2	1

**LAMPIRAN 2 (LANJUTAN)**

67	2	1	1	1	1
68	2	2	1	1	4
69	2	1	1	1	1
70	2	1	1	1	1
71	1	1	1	1	2
72	1	1	1	1	1
73	1	1	1	3	1
74	2	1	1	1	2
75	2	1	1	1	2
76	2	1	1	1	1
77	2	1	1	1	3
78	1	1	1	2	1
79	2	1	1	1	2
80	2	1	1	1	1
81	2	1	1	1	1
82	2	1	1	1	1
83	1	1	1	1	1
84	2	1	1	1	1
85	2	1	1	1	1
86	1	1	1	1	1
87	2	1	1	1	1
88	1	1	1	2	2
89	2	1	1	1	2
90	1	1	1	1	1
91	2	1	1	1	1
92	2	1	1	3	4
93	1	1	1	1	1
94	1	2	1	3	4
95	2	1	1	3	3
96	1	1	1	2	2
97	1	1	1	1	1
98	1	1	1	1	1
99	2	1	1	1	2
100	2	2	1	3	4

LAMPIRAN 2 (LANJUTAN)

No.	X1.1	X1.2	X1.3	X1.4	X1.5	mean	X2.1	X2.2	X2.3	X2.4	mean	X3.1	X3.2	X3.3	X3.4	mean
1	5	5	5	5	5	5.00	5	5	5	5	5.00	4	4	5	5	4.50
2	5	5	5	5	5	5.00	5	5	5	5	5.00	5	4	5	4	4.50
3	5	5	4	5	5	4.80	4	3	4	5	4.00	4	5	5	5	4.75
4	5	5	5	5	5	5.00	4	5	4	4	4.25	5	5	5	5	5.00
5	5	5	5	5	4	4.80	5	5	5	4	4.75	5	5	5	5	5.00
6	5	4	5	5	5	4.80	4	5	5	5	4.75	3	4	3	4	3.50
7	4	5	5	5	4	4.60	4	3	4	4	3.75	5	5	5	5	5.00
8	5	5	5	5	5	5.00	5	5	4	5	4.75	5	5	5	5	5.00
9	5	5	5	5	5	5.00	5	5	5	5	5.00	4	5	4	5	4.50
10	5	5	5	5	5	5.00	5	4	4	5	4.50	5	4	3	4	4.00
11	4	4	4	5	5	4.40	4	5	5	5	4.75	5	5	5	5	5.00
12	5	5	5	5	4	4.80	4	3	3	3	3.25	4	4	5	4	4.25
13	5	5	5	5	5	5.00	5	5	4	5	4.75	5	5	5	5	5.00
14	5	5	4	5	5	4.80	5	5	5	5	5.00	4	5	5	5	4.75
15	5	5	5	4	5	4.80	4	5	4	3	4.00	5	5	5	5	5.00
16	4	5	4	4	5	4.40	5	5	5	5	5.00	5	4	4	5	4.50
17	5	3	4	4	5	4.20	5	4	5	5	4.75	4	4	4	4	4.00



LAMPIRAN 2 (LANJUTAN)

18	3	2	3	3	4	3.00	5	4	4	4	5	4.50	3	3	2	4	3.00
19	3	4	2	3	3	3.00	5	4	5	5	5	4.75	5	5	5	5	5.00
20	4	3	4	5	4	4.00	3	3	3	3	3	3.00	2	3	3	4	3.00
21	3	2	2	3	2	2.40	4	3	4	3	3	3.50	3	2	2	3	2.50
22	4	4	5	3	3	3.80	4	4	4	3	3	3.75	5	5	5	5	5.00
23	5	5	4	5	4	4.60	3	4	3	4	4	3.50	3	4	2	3	3.00
24	5	4	4	4	3	4.00	5	5	5	5	5	5.00	5	4	5	5	4.75
25	5	5	5	5	5	5.00	5	5	5	5	5	5.00	5	5	5	5	5.00
26	5	5	5	4	5	4.80	4	4	4	4	4	4.00	5	5	5	5	5.00
27	5	5	5	5	5	5.00	5	5	5	5	5	5.00	5	4	5	5	4.75
28	5	5	4	5	5	4.80	5	5	5	5	5	5.00	5	5	5	5	5.00
29	5	5	5	5	5	5.00	5	5	5	5	5	5.00	5	5	4	5	4.75
30	4	5	4	4	5	4.40	4	4	3	3	3	3.50	4	3	3	4	3.50
31	5	5	5	4	5	4.80	5	4	4	3	3	4.00	4	4	5	5	4.50
32	5	5	5	5	5	5.00	5	5	5	5	5	5.00	4	5	3	4	4.00
33	5	5	5	5	5	5.00	5	5	5	5	5	5.00	4	5	4	4	4.25
34	4	4	4	4	4	4.00	5	5	5	5	5	5.00	5	5	5	4	4.75
35	5	5	5	5	5	5.00	4	3	4	3	3	3.50	3	4	3	4	3.50

LAMPIRAN 2 (LANJUTAN)

36	5	4	4	3	4	4.00	5	5	5	5	5	5.00	5	5	5	5	5.00	5	5	5	5	5.00
37	5	4	3	5	3	4.00	5	5	5	5	5	5.00	5	5	5	5	5.00	5	5	5	5	5.00
38	5	5	5	5	5	5.00	4	3	4	3	4	3.50	3	4	3	4	3.50	3	4	3	4	3.50
39	3	2	3	3	4	3.00	3	2	2	2	3	2.50	3	2	3	4	2.50	3	2	3	4	3.00
40	5	5	5	5	5	5.00	5	5	5	5	5	5.00	4	5	5	5	5.00	4	5	5	5	4.75
41	5	5	5	5	5	5.00	4	3	4	3	4	3.50	5	4	5	4	3.50	5	4	5	4	4.50
42	4	5	4	5	5	4.60	5	5	5	5	5	5.00	5	3	5	5	5.00	5	3	5	5	4.50
43	4	5	4	4	3	4.00	4	3	4	3	4	3.50	3	3	3	3	3.50	3	3	3	3	3.00
44	3	3	2	3	3	2.80	5	5	4	5	4	4.75	2	2	2	4	4.75	2	2	4	4	2.50
45	5	5	5	5	5	5.00	5	5	5	5	5	5.00	5	5	5	5	5.00	5	5	5	5	5.00
46	4	4	3	4	3	3.60	3	3	3	3	3	3.00	3	3	2	3	3.00	3	2	3	3	2.75
47	4	3	3	3	3	3.20	3	3	3	3	3	3.00	3	3	3	3	3.00	3	3	3	3	3.00
48	3	3	3	3	4	3.20	3	3	2	3	3	2.75	5	1	3	3	2.75	5	3	3	3	3.00
49	5	5	5	5	4	4.80	5	5	5	5	5	5.00	5	5	5	5	5.00	5	5	5	5	5.00
50	5	5	4	5	5	4.80	5	5	5	5	5	5.00	3	3	3	3	5.00	3	3	3	3	3.00
51	5	5	5	5	5	5.00	5	5	5	5	5	5.00	5	5	5	5	5.00	5	5	5	5	5.00
52	3	4	3	3	3	3.20	3	4	3	4	3	3.50	3	3	2	2	3.50	3	3	2	2	2.50
53	2	2	2	3	3	2.40	3	2	3	3	4	3.00	4	3	3	4	3.00	4	3	3	4	3.50





LAMPIRAN 2 (LANJUTAN)

90	5	5	4	4	5	4.60	2	3	3	3	3	2.75	2	2	4	3	2.75
91	3	3	3	3	3	3.00	3	3	4	3	3	3.25	3	2	3	4	3.00
92	3	3	3	4	4	3.40	3	2	3	3	3	2.75	4	3	2	4	3.25
93	3	3	3	4	3	3.20	2	3	3	2	2	2.50	4	4	3	3	3.50
94	5	5	5	5	5	5.00	5	5	4	4	4	4.50	5	5	5	5	5.00
95	5	5	5	4	5	4.80	5	5	5	5	5	5.00	5	5	5	5	5.00
96	5	5	5	5	5	5.00	3	4	5	5	5	4.25	5	5	5	5	5.00
97	2	4	3	4	3	3.20	4	3	3	3	4	3.50	3	3	2	3	2.75
98	5	5	5	5	5	5.00	2	3	3	3	3	2.75	3	3	3	2	2.75
99	5	4	5	5	5	4.80	4	4	4	4	4	4.00	5	5	5	5	5.00
100	2	3	3	2	4	2.80	4	3	4	3	3	3.50	3	4	4	3	3.50

LAMPIRAN 2 (LANJUTAN)

No.	X4.1	X4.2	X4.3	X4.4	X4.5	X4.6	mean	Y.1	Y.2	Y.3	Y.4	mean	X1X4	X2X4	X3X4
1	4	4	4	4	4	4	4.00	4	2	5	4	3.75	20.00	20.00	18.00
2	5	5	5	5	5	5	5.00	4	5	4	5	4.50	25.00	25.00	22.50
3	2	3	5	3	2	1	2.67	4	5	5	3	4.25	12.80	10.67	12.67
4	3	3	3	2	2	3	2.67	3	3	4	4	3.50	13.33	11.33	13.33
5	3	4	3	4	3	3	3.33	4	3	3	4	3.50	16.00	15.83	16.67
6	4	4	4	4	4	4	4.00	4	4	5	5	4.50	19.20	19.00	14.00
7	3	4	4	3	4	2	3.33	4	4	4	2	3.50	15.33	12.50	16.67
8	4	5	4	5	5	4	4.50	4	4	4	4	4.00	22.50	21.38	22.50
9	3	3	3	3	3	3	3.00	4	4	4	3	3.75	15.00	15.00	13.50
10	2	2	2	1	1	1	1.50	5	4	4	2	3.75	7.50	6.75	6.00
11	3	2	2	1	1	1	1.67	3	3	2	5	3.25	7.33	7.92	8.33
12	2	3	3	3	2	2	2.50	4	2	4	2	3.00	12.00	8.13	10.63
13	5	3	2	1	2	1	2.33	1	2	5	1	2.25	11.67	11.08	11.67
14	5	4	3	4	4	5	4.17	5	4	2	4	3.75	20.00	20.83	19.79
15	4	4	5	4	4	4	4.17	4	5	4	5	4.50	20.00	16.67	20.83
16	2	3	2	2	4	3	2.67	4	2	4	3	3.25	11.73	13.33	12.00
17	4	3	2	3	3	3	3.00	4	3	3	3	3.25	12.60	14.25	12.00

LAMPIRAN 2 (LANJUTAN)

18	3	3	2	2	2	2	2	2	2	2.33	3	2	4	2	2.75	7.00	10.50	7.00
19	3	3	3	2	2	4	2.83	2	2	2.83	2	2	4	4	3.00	8.50	13.46	14.17
20	3	2	2	2	2	1	2.00	1	1	2.00	1	1	5	2	2.25	8.00	6.00	6.00
21	2	3	4	2	2	2	2.50	4	1	2.50	4	1	1	2	2.00	6.00	8.75	6.25
22	4	4	4	4	5	5	4.33	4	4	4.33	4	4	2	5	3.75	16.47	16.25	21.67
23	4	4	4	3	4	4	3.83	3	2	3.83	3	2	4	4	3.25	17.63	13.42	11.50
24	4	5	4	5	4	5	4.50	5	4	4.50	5	4	5	4	4.50	18.00	22.50	21.38
25	3	4	2	3	4	4	3.33	5	4	3.33	5	4	4	4	4.25	16.67	16.67	16.67
26	4	3	4	4	2	2	3.17	4	2	3.17	4	2	4	4	3.50	15.20	12.67	15.83
27	4	3	3	2	3	2	2.83	4	2	2.83	4	2	5	3	3.50	14.17	14.17	13.46
28	4	3	3	2	2	2	2.67	4	2	2.67	4	2	4	4	3.50	12.80	13.33	13.33
29	4	4	3	4	4	4	3.83	5	3	3.83	5	3	3	4	3.75	19.17	19.17	18.21
30	5	4	2	4	4	4	3.83	4	2	3.83	4	2	2	4	3.00	16.87	13.42	13.42
31	4	4	4	3	3	3	3.50	4	3	3.50	4	3	5	3	3.75	16.80	14.00	15.75
32	3	4	3	3	4	4	3.50	3	4	3.50	3	4	4	1	3.00	17.50	17.50	14.00
33	3	3	3	2	4	3	3.00	3	3	3.00	3	3	3	3	3.00	15.00	15.00	12.75
34	3	4	4	3	4	4	3.67	3	5	3.67	3	5	4	4	4.00	14.67	18.33	17.42
35	2	3	2	2	2	2	2.17	2	2	2.17	2	2	5	3	3.00	10.83	7.58	7.58

LAMPIRAN 2 (LANJUTAN)

36	2	2	2	2	2	2	2	2	2	4	2	3	3	3	3	3	3	3	8.00	10.00	10.00
37	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	12.00	15.00	15.00
38	3	2	1	1	1	1	1	1	1	1	2	5	4	3	3	3	3	3	7.50	5.25	5.25
39	2	3	2	2	2	2	2	2	2	2	2	3	3	3	3	3	3	3	6.50	5.42	6.50
40	3	4	3	3	3	3	3	3	3	5	5	5	5	5	5	5	5	5	15.83	15.83	15.04
41	2	2	3	1	1	1	1	2	2	4	2	4	2	4	2	4	2	4	9.17	6.42	8.25
42	2	3	3	3	3	3	3	2	1	2	2	5	4	4	4	4	4	4	10.73	11.67	10.50
43	2	2	2	2	2	2	2	2	2	2	2	5	2	5	2	5	2	5	8.00	7.00	6.00
44	3	3	2	2	2	2	2	2	2	2	2	4	2	4	2	4	2	4	6.53	11.08	5.83
45	5	4	3	3	3	3	3	3	1	5	1	5	5	5	5	5	5	4.00	15.83	15.83	15.83
46	1	2	1	1	1	1	1	3	1	1	1	5	1	5	1	5	1	2.00	5.40	4.50	4.13
47	2	2	2	2	2	2	2	2	2	4	2	3	2	3	2	3	2	2.75	6.40	6.00	6.00
48	3	3	3	3	3	3	3	3	3	1	3	3	1	3	3	1	2.00	9.60	8.25	9.00	9.00
49	4	3	4	2	2	2	2	2	2	5	2	2	4	2	2	4	3.25	13.60	14.17	14.17	14.17
50	2	2	4	1	1	1	1	1	1	2	2	4	2	4	2	4	2	2.50	8.80	9.17	5.50
51	4	4	5	2	2	2	2	2	2	4	4	5	4	5	4	4	4.25	15.83	15.83	15.83	15.83
52	2	2	4	1	1	1	1	1	1	4	1	4	2	4	2	4	2	2.75	5.87	6.42	4.58
53	1	2	1	2	1	1	1	1	1	1	1	4	1	4	1	4	1	1.75	3.20	4.00	4.67



LAMPIRAN 2 (LANJUTAN)

54	3	3	3	3	3	3	3	3	3	3.00	3	3	3	3	3	3	3	3	3.00	4	4	4.25	16.80	17.50	17.50	17.50
55	2	2	2	2	2	2	2	2	2	2.00	2	2	2	2	2	2	2	2	2.00	2	2	2.25	4.80	6.00	6.50	6.50
56	2	2	2	2	2	2	2	2	2	2.00	2	2	2	2	2	2	2	2	2.00	2	2	2.25	6.40	6.00	7.00	7.00
57	5	4	2	2	4	4	4	4	4	3.50	4	4	4	4	4	4	4	4	3.50	4	4	4.25	16.80	17.50	17.50	17.50
58	5	4	2	2	4	4	4	4	4	3.50	4	4	4	4	4	4	4	4	3.50	4	4	4.25	17.50	17.50	17.50	17.50
59	2	3	3	3	4	4	4	4	2	2.83	3	2	2	4	2	2	2	2	2.83	3	2	2.75	10.20	12.04	12.04	12.04
60	2	3	3	3	4	4	4	4	2	2.83	4	2	2	4	2	2	2	2	2.83	4	2	3.00	10.77	14.17	11.33	11.33
61	2	3	3	3	2	2	2	2	2	2.33	4	2	2	4	2	2	2	2	2.33	4	2	3.00	11.20	11.08	9.33	9.33
62	2	3	3	3	4	4	4	4	2	2.83	4	2	2	4	2	2	2	2	2.83	4	2	3.00	14.17	9.92	9.92	9.92
63	3	3	3	3	3	3	3	3	3	3.00	3	3	3	3	3	3	3	3	3.00	3	3	3.00	9.60	15.00	9.00	9.00
64	2	2	2	2	1	1	1	1	1	1.50	2	2	2	2	2	2	2	2	1.50	2	2	2.00	4.20	3.75	4.13	4.13
65	4	4	4	4	2	1	3	3	3	3.00	3	3	3	3	3	3	3	3	3.00	3	3	3.50	14.40	14.25	13.50	13.50
66	5	4	4	4	2	4	4	4	4	3.83	5	2	2	5	2	2	2	2	3.83	5	2	4.00	18.40	19.17	18.21	18.21
67	2	3	4	4	2	2	2	2	2	2.50	4	2	2	4	2	2	2	2	2.50	4	2	3.50	10.50	12.50	11.25	11.25
68	2	3	4	4	2	2	3	3	3	3.00	4	3	3	3	3	3	2	2	3.00	4	3	3.00	14.40	15.00	14.25	14.25
69	4	4	2	4	4	4	4	4	4	3.33	4	4	4	4	4	4	4	4	3.33	4	4	3.50	16.67	15.83	16.67	16.67
70	1	2	3	2	1	1	1	1	1	1.67	1	1	1	1	1	1	1	1	1.67	1	1	2.00	5.33	3.75	7.92	7.92
71	1	1	1	1	1	1	1	1	1	1.00	2	1	1	1	1	1	1	1	1.00	2	1	2.00	2.80	3.00	3.50	3.50

LAMPIRAN 2 (LANJUTAN)

72	4	3	2	1	2	3	2.50	1	2	3	4	2.50	8.00	8.75	10.00
73	3	4	2	4	4	5	3.67	4	3	3	2	3.00	17.60	12.83	17.42
74	2	3	3	4	2	2	2.67	3	2	4	4	3.25	13.33	12.67	12.00
75	2	4	3	4	4	4	3.50	4	3	4	3	3.50	16.80	17.50	14.88
76	3	3	3	2	3	3	2.83	2	2	4	2	2.50	7.93	8.50	8.50
77	4	4	4	3	3	4	3.67	4	3	4	4	3.75	18.33	18.33	16.50
78	1	1	1	1	1	1	1.00	2	2	1	2	1.75	3.20	3.00	2.75
79	4	4	3	3	4	4	3.67	4	3	3	4	3.50	17.60	17.42	18.33
80	2	3	3	2	1	2	2.17	2	1	5	1	2.25	10.40	9.75	6.50
81	4	4	3	4	3	4	3.67	4	3	4	4	3.75	16.87	14.67	18.33
82	4	4	3	3	3	4	3.50	4	4	4	4	4.00	16.10	15.75	16.63
83	2	2	2	1	1	1	1.50	3	3	3	2	2.75	5.10	6.00	6.00
84	5	4	4	4	4	4	4.17	4	2	2	1	2.25	13.33	19.79	13.54
85	1	2	2	1	1	1	1.33	2	1	5	1	2.25	4.00	4.00	4.00
86	1	2	4	1	1	1	1.67	1	1	5	1	2.00	5.33	4.17	5.83
87	2	3	4	2	4	2	2.83	2	2	4	2	2.50	9.63	8.50	11.33
88	1	3	2	4	1	1	2.00	4	4	4	4	4.00	10.00	9.50	6.50
89	2	3	2	1	1	3	2.00	3	1	5	3	3.00	9.60	8.50	10.00

**LAMPIRAN 2 (LANJUTAN)**

90	2	3	3	3	3	3	3	2.83	4	2	2	2	2	2.25	13.03	7.79	7.79
91	2	3	4	2	2	2	2	2.50	2	2	2	4	2	2.50	7.50	8.13	7.50
92	3	2	2	1	2	3	2	2.17	4	2	2	3	2	2.75	7.37	5.96	7.04
93	2	2	2	2	2	2	2	2.00	2	2	2	4	2	2.50	6.40	5.00	7.00
94	4	4	4	4	4	4	4	4.00	3	3	3	3	3	3.00	20.00	18.00	20.00
95	3	3	3	3	3	3	3	3.00	3	3	3	4	4	3.50	14.40	15.00	15.00
96	2	4	4	3	3	3	3	3.17	4	2	2	4	2	3.00	15.83	13.46	15.83
97	1	2	1	2	1	2	1	1.50	1	1	1	1	1	1.00	4.80	5.25	4.13
98	2	2	2	2	2	2	2	2.00	2	2	2	3	2	2.25	10.00	5.50	5.50
99	3	4	3	4	3	4	3	3.50	3	3	3	3	4	3.25	16.80	14.00	17.50
100	3	4	4	3	3	3	3	3.33	3	3	3	3	2	2.75	9.33	11.67	11.67

LAMPIRAN 3

Frequency Table

Statistics

		jeniskelamin	usia	Pernah / tidak	kunjungan	pengeluaran
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Std. Error of Mean		.04902	.02387	.00000	.05966	.08226
Range		1.00	1.00	.00	2.00	3.00

jenis kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	laki-laki	39	39.0	39.0	39.0
	perempuan	61	61.0	61.0	100.0
Total		100	100.0	100.0	

usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-23 tahun	94	94.0	94.0	94.0
	24-30 tahun	6	6.0	6.0	100.0
Total		100	100.0	100.0	

**LAMPIRAN 3 (LANJUTAN)**

**pernah/ tidak**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid ya	100	100.0	100.0	100.0

**kunjungan**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <3kali	82	82.0	82.0	82.0
3-5kali	10	10.0	10.0	92.0
>5kali	8	8.0	8.0	100.0
Total	100	100.0	100.0	

**pengeluaran**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <500.000-1.000.000	67	67.0	67.0	67.0
1.000.000-1.500.000	22	22.0	22.0	89.0
1.500.000-2.000.000	6	6.0	6.0	95.0
>2.000.000	5	5.0	5.0	100.0
Total	100	100.0	100.0	

**LAMPIRAN 4**

**Correlations *Pleasure (X<sub>1</sub>)***

**Statistics**

		X.1.1	X.1.2	X.1.3	X.1.4	X.1.5
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		4.24	4.27	4.18	4.22	4.25

**Correlations**

		X.1.1	X.1.2	X.1.3	X.1.4	X.1.5	TX1
X.1.1	Pearson Correlation	1	.717(*)	.764(*)	.742(*)	.726(*)	.902(*)
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
X.1.2	Pearson Correlation	.717(*)	1	.717(*)	.726(*)	.649(*)	.870(*)
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
X.1.3	Pearson Correlation	.764(*)	.717(*)	1	.685(*)	.692(*)	.883(*)
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
X.1.4	Pearson Correlation	.742(*)	.726(*)	.685(*)	1	.667(*)	.874(*)
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
X.1.5	Pearson Correlation	.726(*)	.649(*)	.692(*)	.667(*)	1	.849(*)
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
TX1	Pearson Correlation	.902(*)	.870(*)	.883(*)	.874(*)	.849(*)	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

\*\* Correlation is significant at the 0.01 level (2-tailed).

**LAMPIRAN 4 (LANJUTAN)**

**Correlations Arousal (X<sub>2</sub>)**

**Statistics**

		X.2.1	X.2.2	X.2.3	X.2.4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		4.15	4.11	4.17	4.13

**Correlations**

		X.2.1	X.2.2	X.2.3	X.2.4	TX2
X.2.1	Pearson Correlation	1	.744(*)	.750(*)	.764(*)	.907(*)
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X.2.2	Pearson Correlation	.744(*)	1	.708(*)	.733(*)	.888(*)
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X.2.3	Pearson Correlation	.750(*)	.708(*)	1	.763(*)	.893(*)
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X.2.4	Pearson Correlation	.764(*)	.733(*)	.763(*)	1	.908(*)
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
TX2	Pearson Correlation	.907(*)	.888(*)	.893(*)	.908(*)	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

\*\* Correlation is significant at the 0.01 level (2-tailed).

LAMPIRAN 4 (LANJUTAN)

Correlations *Perceived Risk* (X<sub>3</sub>)

Statistics

		X.3.1	X.3.2	X.3.3	X.3.4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		4.18	4.06	3.94	4.20

Correlations

		X.3.1	X.3.2	X.3.3	X.3.4	TX3
X.3.1	Pearson Correlation	1	.629(* *)	.734(* *)	.601(* *)	.856(* *)
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X.3.2	Pearson Correlation	.629(* *)	1	.668(* *)	.612(* *)	.844(* *)
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X.3.3	Pearson Correlation	.734(* *)	.668(* *)	1	.706(* *)	.913(* *)
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X.3.4	Pearson Correlation	.601(* *)	.612(* *)	.706(* *)	1	.835(* *)
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
TX3	Pearson Correlation	.856(* *)	.844(* *)	.913(* *)	.835(* *)	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

\*\* Correlation is significant at the 0.01 level (2-tailed).



**LAMPIRAN 4 (LANJUTAN)**

**Correlations *Buying Impulsiveness Trait (X<sub>4</sub>)***

**Statistics**

		X.4.1	X.4.2	X.4.3	X.4.4	X.4.5	X.4.6
N	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0
Mean		2.89	3.12	2.92	2.57	2.63	2.63

**Correlations**

		X.4.1	X.4.2	X.4.3	X.4.4	X.4.5	X.4.6	TX4
X.4.1	Pearson Correlation	1	.710(*)	.345(*)	.432(*)	.571(*)	.637(*)	.765(*)
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X.4.2	Pearson Correlation	.710(*)	1	.569(*)	.759(*)	.752(*)	.789(*)	.935(*)
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X.4.3	Pearson Correlation	.345(*)	.569(*)	1	.455(*)	.385(*)	.339(*)	.617(*)
	Sig. (2-tailed)	.000	.000		.000	.000	.001	.000
	N	100	100	100	100	100	100	100
X.4.4	Pearson Correlation	.432(*)	.759(*)	.455(*)	1	.678(*)	.674(*)	.819(*)
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
X.4.5	Pearson Correlation	.571(*)	.752(*)	.385(*)	.678(*)	1	.756(*)	.859(*)
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
X.4.6	Pearson Correlation	.637(*)	.789(*)	.339(*)	.674(*)	.756(*)	1	.871(*)
	Sig. (2-tailed)	.000	.000	.001	.000	.000		.000
	N	100	100	100	100	100	100	100
TX4	Pearson Correlation	.765(*)	.935(*)	.617(*)	.819(*)	.859(*)	.871(*)	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

\*\* Correlation is significant at the 0.01 level (2-tailed).

**LAMPIRAN 4 (LANJUTAN)**  
**Correlations *Impulse Buying* (Y)**

**Statistics**

		Y.1	Y.2	Y.3	Y.4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.22	2.57	3.78	2.86

**Correlations**

		Y.1	Y.2	Y.3	Y.4	TY
Y.1	Pearson Correlation	1	.494(* *)	-.044	.484(* *)	.740(* *)
	Sig. (2-tailed)		.000	.664	.000	.000
	N	100	100	100	100	100
Y.2	Pearson Correlation	.494(* *)	1	.051	.503(* *)	.764(* *)
	Sig. (2-tailed)	.000		.611	.000	.000
	N	100	100	100	100	100
Y.3	Pearson Correlation	-.044	.051	1	.073	.370(* *)
	Sig. (2-tailed)	.664	.611		.469	.000
	N	100	100	100	100	100
Y.4	Pearson Correlation	.484(* *)	.503(* *)	.073	1	.791(* *)
	Sig. (2-tailed)	.000	.000	.469		.000
	N	100	100	100	100	100
TY	Pearson Correlation	.740(* *)	.764(* *)	.370(* *)	.791(* *)	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

\*\* Correlation is significant at the 0.01 level (2-tailed).

## LAMPIRAN 5

### Reliability *Pleasure* ( $X_1$ )

#### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded( a)	0	.0
	Total	100	100.0

a Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.924	5

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X.1.1	16.92	11.165	.842	.899
X.1.2	16.89	11.432	.794	.908
X.1.3	16.98	11.192	.810	.905
X.1.4	16.94	11.249	.797	.908
X.1.5	16.91	11.861	.767	.913

## LAMPIRAN 5 (LANJUTAN)

### Reliability *Arousal* ( $X_2$ )

#### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded( a)	0	.0
	Total	100	100.0

a Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.920	4

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X.2.1	12.41	6.709	.829	.892
X.2.2	12.45	6.816	.795	.904
X.2.3	12.39	7.048	.812	.898
X.2.4	12.43	6.692	.830	.892

## LAMPIRAN 5 (LANJUTAN)

### Reliability *Perceived Risk* (X<sub>3</sub>)

#### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded( a)	0	.0
	Total	100	100.0

a Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.882	4

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X.3.1	12.20	6.909	.750	.848
X.3.2	12.32	6.725	.718	.859
X.3.3	12.44	5.623	.814	.825
X.3.4	12.18	7.280	.726	.859

## LAMPIRAN 5 (LANJUTAN)

### Reliability *Buying Impulsiveness Trait* (X<sub>4</sub>)

#### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded( a)	0	.0
	Total	100	100.0

a Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.893	6

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X.4.1	13.87	19.205	.646	.885
X.4.2	13.64	19.263	.908	.851
X.4.3	13.84	21.611	.478	.907
X.4.4	14.19	18.943	.730	.871
X.4.5	14.13	17.993	.779	.863
X.4.6	14.13	17.609	.795	.860

## LAMPIRAN 5 (LANJUTAN)

### Reliability *Impulse Buying* (Y)

#### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded( a)	0	.0
	Total	100	100.0

a Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.599	4

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	9.21	5.218	.467	.456
Y.2	9.86	5.273	.536	.407
Y.3	8.65	7.806	.033	.744
Y.4	9.57	4.753	.538	.388

## LAMPIRAN 6

### Regression Analysis Tahap 1

#### Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	X3, X2, X1(a)	.	Enter

a All requested variables entered.

b Dependent Variable: Y

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.775(a)	.601	.589	.48197

a Predictors: (Constant), X3, X2, X1

#### ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.606	3	11.202	48.222	.000(a)
	Residual	22.301	96	.232		
	Total	55.907	99			

a Predictors: (Constant), X3, X2, X1

b Dependent Variable: Y

#### Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t		Sig.
		B	Std. Error	Beta	B	Std. Error	
1	(Constant)	-.249	.284		-.878	.382	
	X1	.268	.077	.298	3.457	.001	
	X2	.269	.074	.307	3.611	.000	
	X3	.271	.078	.304	3.480	.001	

a Dependent Variable: Y



**LAMPIRAN 7**

**Regression Analysis Tahap 2 (X<sub>1</sub>X<sub>4</sub>)**

**Variables Entered/Removed(b)**

Model	Variables Entered	Variables Removed	Method
1	X1X4, X1, X4(a)	.	Enter

a All requested variables entered.

b Dependent Variable: Y

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.783(a)	.614	.602	.47434

a Predictors: (Constant), X1X4, X1, X4

**ANOVA(b)**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.307	3	11.436	50.826	.000(a)
	Residual	21.600	96	.225		
	Total	55.907	99			

a Predictors: (Constant), X1X4, X1, X4

b Dependent Variable: Y

**Coefficients(a)**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	.494	.796		.621	.536
	X1	.345	.194	.384	1.776	.079
	X4	.309	.320	.355	.965	.337
	X1X4	.024	.074	.159	.323	.747

a Dependent Variable: Y

**LAMPIRAN 8**  
**Regression Analysis Tahap 3 (X<sub>2</sub>X<sub>4</sub>)**

**Variables Entered/Removed(b)**

Model	Variables Entered	Variables Removed	Method
1	X2X4, X2, X4(a)	.	Enter

- a All requested variables entered.  
b Dependent Variable: Y

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.767(a)	.589	.576	.48940

- a Predictors: (Constant), X2X4, X2, X4

**ANOVA(b)**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.913	3	10.971	45.806	.000(a)
	Residual	22.993	96	.240		
	Total	55.907	99			

- a Predictors: (Constant), X2X4, X2, X4  
b Dependent Variable: Y

**Coefficients(a)**

Model		Unstandardized Coefficients		Standardized Coefficients	t		Sig.
		B	Std. Error	Beta	B	Std. Error	
1	(Constant)	.602	.812		.742		.460
	X2	.337	.205	.386	1.647		.103
	X4	.331	.327	.381	1.012		.314
	X2X4	.015	.077	.104	.200		.842

- a Dependent Variable: Y

**LAMPIRAN 9**

**Regression Analysis Tahap 4 (X<sub>3</sub>X<sub>4</sub>)**

**Variables Entered/Removed(b)**

Model	Variables Entered	Variables Removed	Method
1	X3X4, X1, X3(a)	.	Enter

a All requested variables entered.

b Dependent Variable: Y

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.811(a)	.657	.647	.44666

a Predictors: (Constant), X3X4, X1, X3

**ANOVA(b)**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36.755	3	12.252	61.410	.000(a)
	Residual	19.152	96	.200		
	Total	55.907	99			

a Predictors: (Constant), X3X4, X1, X3

b Dependent Variable: Y

**Coefficients(a)**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	.783	.287		2.731	.008
	X1	.293	.069	.325	4.259	.000
	X3	.251	.092	.336	5.255	.001
	X3X4	.082	.015	.553	5.565	.000

a Dependent Variable: Y